

## **CHAPTER I**

### **INTRODUCTION**

In this chapter, the researcher presents: background of study, statement of problem, purpose of the study, significance of study, scope and limitation and the last is the definition of key term.

#### **1.1 Research Background**

Communication is an important aspect in social life. People need each other to communicate in order to convey their needs and to share what they feel even if they come from different areas and have their own language. According to Wardhaugh (2006), when two more people communicate with each other in speech, we can call the system of communication that they employ a code. In most situations that code will be something we may also want to call a language.

Nowadays, people interact with others in society anytime and anywhere, they must use a language or switch language. Without a language, people will find some troubles when they do their activities. According to Evans (2008:31), social media is a converse between people around the world; it means sharing thoughts, experiences and information for making a better or more-informed choice. Social Media takes on many different forms including magazines, internet famous, weblogs, social blogs, microblogging, wikis, podcast, photographs or pictures, video, rating and social bookmarking. With the world in the midst of a social media revolution, it is more

than obvious that social media like Facebook, twitter, Orkut, Myspace, Skype etc. this form of communication can be with a person or a group of persons. Wilaiporn (2015:126) states that in Thailand Facebook have become the most popular social networking site and the number of the Facebook users with age of 18-24 is approximately 1,350,320. In Facebook caption or status updates, one often finds some users use code switching to show their information, idea and feeling.

Moreover, many Thais frequently communicate with each other on Facebook and many of them are able to use English to a great extent. Sometimes, they shift and mix both languages together which is in linguistic terms called code switching and code mixing (Wilaiporn, 2015:126).

*Code switching* occurs in any form of communication events in written language. Code switching in the form of written language, for example, occurs in the status updates writing on Facebook. The researcher found the use of foreign language words. Muysken (2000) states that using the item code switching will be reserved for the rapid succession of several languages in a single speech event, for reasons which will be made clear.

Based on the explanation, the researcher is interested in investigating the use of Codes-switching in Facebook update status by Thai Students who study in Malang. These findings might show the obvious description of kind of code-switching mostly used in Facebook by Thai Students who study in Malang as well as their reason why they use code switchin

## **1.2 Research Problems**

Based on the research background, the writer formulated the research problems as follow:

1. What type of Code-switching used in Facebook by Thai students who study in Malang?
2. What are the reasons of using Code-switching in Facebook by Thai students who study in Malang?

## **1.3 Purpose of the Study**

According to the problem of study above, the purpose of the study are:

1. To identify type of Code-switching using in Facebook by Thai students who study in Malang.
2. To identify the reason of using Code-switching in Facebook by Thai students who study in Malang.

## **1.4 Significance of the Study**

The researcher expects the result of this study will give contribute to the development knowledge of code switching. For further researchers, the writer expects the result of this study could be used as the reference for them to analyze the code

switching on social media. Also, the researcher expects that the result of this study can be used meaningfully as an understanding concept by the students who learn about sociolinguistics.

### **1.5 Scope and Limitation**

The scope of this study is that the researcher focuses on using code-switching in Facebook. The subjects are limited to Thai students who study in Malang. The researcher takes six students coming from English language Education, Bahasa Indonesia, Tarbiyah and International Relationship at University of Muhammadiyah Malang. Then, the researcher takes one students coming from Bahasa Indonesia at University Negeri Malang (UM) and the researcher takes three students coming from Doctor of Medicine and Agama Islam Nenong Education at University Islam Negeri Maulana Malik Ibrahim (UIN) Malang of 2012-2017 Academic year as the subjects of this study.

### **1.6 Definition of key Term**

To get a definitive understanding of the concepts of this study, the following definition of key terms is given:

#### **1) Code-Switching**

Code-switching refers to the mixing, by bilinguals (or multilingual), of two or more languages in discourse, often with no change of interlocutor or topic. Such mixing may take place at any level of linguistic structure, but its occurrence within

the confines of a single sentence, constituent, or even word, has attracted most linguistic attention. Poplack (2001)

## **2) Social Media**

Social media is engaging with consumers online. According to Wikipedia, social media is internet-based tools for sharing and discussing information among human beings. Social media is all about networking and networking in a way that espouses trust among parties and communities involved. Any website which allows user to share their content, views and encourages interaction and community building can be classified as a social media. Some popular social media sites are: Facebook, YouTube, Twitter, Digg, Myspace, StumbleUpon, Delicious, Scribd, Instagram, Flickr etc. (Neti, 2011)

## **3) Thai Students**

Thailand students refer to the Thai students who get exchange students and who get scholarship in studying at English Language Education, Bahasa Indonesia, Tarbiyah, International Relationship, Doctor of Medicine and Agama Islam Nenong Education by Thai students who study in Malang Academic year 2012-2017.